

## FSC-64-A

February 10, 1994

To All Region Operations Managers

**SUBJECT:** 1994 SME Simulator and Show Car Use Guidelines

The retail use of SME show cars and simulators has proven to be a popular and effective means to build traffic and incremental business for both the retailer and RJR. As we move to ensure that all of our selling efforts are "profit-effective," it is important that you consider the operational costs of these units when you are developing a promotion with a retailer. It is suggested that you encourage the retailer to provide additional promotional support to defray these costs (i.e., buydowns, supporting in-store displays, advertising, etc.).

Our operational costs of these units averages approximately \$900 per day, although the value of these units to draw additional store traffic may be even higher to your retailer. Our objective is to leverage this "value" with your retailers to encourage their contribution in supporting our WINSTON and CAMEL brands.

Attached is an example of how this value may be leveraged with a chain.

We want to use these properties every available day at retail in 1994. We realize that not all bookings of the simulator or show car will be promotionally dollar positive; however, we should attempt to leverage these properties wherever possible to provide us a promotional advantage.

### Notes:

1. You will not actually be charged the \$900/day as this is funded by SME; however, the company still incurs this cost.
2. Attached is a SME simulator/show car reservation form and schedules for the two simulators and one show car. A reservation form must be completed for each day.

3. <u>Unit</u>	<u>Space Needs</u>	<u>Seating Capacity</u>
Simulator	30' x 40'	12 per ride-140 to 150 people per hour
Show Car	10' x 20'	N/A

Program contact: Steven O'Leary, extension #3466

R. J. REYNOLDS TOBACCO COMPANY

M-4

Attachment

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## Leverageable SME Property

### Promotional Scenario

#### Example

125 store chain; 25 stores near event

300 CPW volume

RJR combined WIN/CAM SOM = 10%

2 week buydown period

#### Financials

25 stores agree to buydown 2 weeks worth of WINSTON  
and CAMEL volume at \$2.00/carton

(25 stores x 10% of 300 CPW x 2 weeks x \$2.00/carton) = \$3,000

25 stores place special floor base for 2 weeks

(25 stores x \$15/display) = 375

Chain contributed advertising (estimated value)

Total chain promotional support 400  
\$3,775

RJR agrees to place simulator at 15% of stores

(25 x 15% = 3.75) = 4 stores

RJR cost 4 x \$900.00

\$3,600

Net RJR Gain (Loss): + \$ 175

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## SME Simulator/Show Car Reservation Form

- Unit Requested: \_\_\_\_\_
- Show Location(s): \_\_\_\_\_

Store Name	SIS #	Address	Date	Time	Store Contact	Phone #

- Simulators should be scheduled for one location per day and no more than six hours per day.
- Show car may be scheduled for split shows for a total of eight hours per day.

- POS Needs: (Newspaper ads and posters both properties)

	# Show Car Announcement <u>Pasters</u> (each)	# Simulator Announcement <u>Pasters</u> (each)	# Show Car Announcement <u>Ad Slicks</u> (each)	# Simulator Announcement <u>Ad Slicks</u> (each)
<u>Ship to Location</u>				
_____				
_____				
_____				

- RJR Contact: \_\_\_\_\_ Phone #: \_\_\_\_\_
- Please forward forms to:

Jim Foreman  
 Sports Marketing Enterprises  
 R. J. Reynolds Tobacco Company  
 P. O. Box 2959  
 401 N. Main Street - 13 Plaza  
 Winston-Salem, NC 27102-2959  
 (910) 741-6482 (office)  
 (910) 741-6651 (FAX)

PLEASE TYPE OR PRINT LEGIBLY.

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**WINSTON Simulator Unit #1**  
**1993 Schedule (Cup)**

		Actual Show Days at Retail to be Booked by Sales	Field Negotiations Finalized by Jim Foreman
January	Daytona & Florida Area	19 - 23	1/3/94
	Daytona & Florida Area	26 - 30	
February	Daytona & Florida Area	2 - 6	
	Daytona & Florida Area	9 - 13	
	Daytona & Florida Area	16 - 19	
March	Atlanta, GA	2 - 6	2/7/94
	Atlanta, GA	9 - 12	
	Darlington, SC	17 - 20	3/14/94
	Darlington, SC	23 - 26	
	Bristol, TN	31	2/28/94
April	Bristol, TN	1 - 3	
	Bristol, TN	6 - 9	
	N. Wilkesboro, NC	13 - 16	3/14/94
	Martinsville, VA	20 - 23	3/21/94
	Talladega, AL	27 - 30	3/28/94
May	Memphis, TN (Drag)	5 - 8	4/4/94
	Memphis, TN (Drag)	11 - 14	
	Charlotte, NC	18 - 21	4/18/94
	Charlotte, NC	24 - 28	
June	Pocono, PA	2 - 5	5/2/94
	Pocono, PA	8 - 11	
	Brooklyn, MI	15 - 18	5/16/94
	Daytona Beach, FL	24 - 26	5/12/94
	Daytona Beach, FL	29 - 30	
July	Daytona	1	
	Loudon, NH	6 - 9	6/6/94
	Talladega, AL	19 - 23	6/20/94
	Indianapolis, IN	28 - 30	6/27/94
August	Indianapolis, IN	3 - 6	
	Watkins Glen, NY	10 - 13	7/11/94
	Darlington, SC	24 - 28, 31	7/25/94
September	Darlington, SC	1 - 3	
	Richmond, VA	7 - 10	8/8/94
	Dover, DE	14 - 17	8/15/94
	Martinsville, VA	21 - 24	8/22/94
	N. Wilkesboro, NC	27 - 30	8/29/94
October	N. Wilkesboro, NC	1	
	Charlotte, NC	4 - 8	9/5/94
	Rockingham, NC	18 - 22	9/19/94
	Atlanta, GA	26 - 30	9/26/94
November	Atlanta, GA	2 - 6	
	Atlanta, GA	9 - 12	

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### WINSTON Cup #1 Showcar Schedule Retail

		Actual Show Days at Retail to be Booked by Sales	Field Negotiations Finalized by Jim Foreman
January	Cup Preview	8	
February	Daytona Beach, FL	2 - 6	1/10/94
	Daytona Beach, FL	9 - 13	
	Daytona Beach, FL	16 - 19	
	Rockingham, NC Charlotte Division	23 - 26	1/24/94
March	Richmond, VA	2 - 5	2/7/94
	Atlanta, GA	9 - 12	2/14/94
	Darlington, SC	23 - 26	2/21/94
April	Bristol, TN	6 - 9	3/7/94
	N. Wilkesboro, NC	13 - 16	3/14/94
	Martinsville, VA	20 - 23	3/21/94
	Talladega, AL	27 - 30	3/28/94
May	Charlotte, NC	17 - 20	4/18/94
	Charlotte, NC	25 - 28	
June	Dover, DE	1 - 4	5/2/94
	Pocono, PA	8 - 11	5/9/94
	Brooklyn, MI	15 - 18	5/16/94
	Daytona Beach, FL	28 - 30	5/30/94
July	Daytona Beach, FL	1	
	Loudon, NH	6 - 9	6/6/94
	Pocono, PA	13 - 16	6/13/94
	Talladega, AL	20 - 23	6/20/94
August	Indianapolis	2 - 5	7/4/94
	Watkins Glen, NY	10 - 13	7/11/94
	Brooklyn, MI	17 - 20	7/18/94
	Bristol, TN	24 - 26	7/25/94
	Darlington, SC	31	8/1/94
September	Darlington, SC	1 - 3	
	Richmond, VA	21 - 24	8/22/94
	Dover, DE	14 - 17	8/15/94
	Martinsville, VA	21 - 24	8/22/94
	N. Wilkesboro, NC	28 - 30	8/29/94
October	N. Wilkesboro, NC	1	
	Charlotte, NC	5 - 8	9/6/94
	Rockingham, NC	19 - 22	9/19/94
November	Atlanta, GA	9 - 12	10/10/94

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**WINSTON Simulator Unit #2**  
**1993 Schedule (Drag)**

		Actual Show Days at Retail to be Booked by Sales	Field Negotiations Finalized by Jim Foreman
January	Pomona, CA	19 - 23	1/10/94
	Pomona, CA	26 - 30	
February	Pomona	2 - 5	
	Phoenix, AZ	10 - 13	1/17/94
	Phoenix	16 - 20	
	Houston, TX	24 - 27	1/24/94
March	Houston, TX	2 - 5	
	Gainesville, FL	15 - 19	2/15/94
	Rockingham, NC	30 - 31	2/30/94
April	Rockingham, NC	1, 2 & 5 - 9	
	Atlanta, GA	13 - 17	3/13/94
	Atlanta, GA	20 - 23	
May	Englishtown, NJ	11 - 15	4/11/94
	Englishtown, NJ	18 - 21	
	Dover, DE (Cup)	25 - 29	4/25/94
June	Dover, DE	1 - 4	
	Columbus, OH	8 - 11	5/8/94
	Topeka, KS	16 - 19	5/16/94
	Topeka, KS	22 - 25	
July	Denver, CO	13 - 17	6/13/94
	Denver, CO	20 - 24	
	Seattle, WA	29 - 31	6/27/94
August	Seattle, WA	3 - 6	
	Brainerd, MN	12 - 14	7/12/94
	Brainerd	17 - 20	
	Indianapolis	25 - 28	7/25/94
	Indianapolis	31	
September	Indianapolis	1 - 3	
	Reading, PA	13 - 17	8/15/94
	Topeka, KS	24 - 25	8/22/94
	Topeka, KS	28 - 30	
October	Topeka, KS	1	
	Dallas	6 - 9	9/5/94
	Dallas	12 - 15	
	Pomona	22 - 23	9/19/94
	Pomona	26 - 29	
November	Pomona	2 - 5	

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